

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-41 (cancelled)

Claim 42. (currently amended) A method of receiving paging information at a wireless device, the method comprising:

- receiving a page signal at the wireless device;
- immediately displaying an advertisement at the wireless device in response to receiving the page signal;
- waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information is not displayed;
- automatically displaying the paging information after waiting the predetermined period of time;
- detecting a user selection to view the paging information;
- detecting a user preference to display advertisements in response to detecting the user selection to view the paging information;
- ~~displaying the advertisement at the wireless device in response to detecting the user preference;~~ based on the detection of the user preference, either:
 - (a) waiting the predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information is not displayed; and
 - automatically displaying the paging information after waiting the predetermined period of time; or,
 - (b) displaying the paging information without displaying the advertisement.

Claim 43. (previously presented) A method as defined in claim 42, further comprising preprogramming the wireless device with the advertisement.

Claim 44. (previously presented) A method as defined in claim 42, wherein displaying the advertisement at the wireless device comprises displaying a company logo.

Claim 45. (previously presented) A method as defined in claim 42, wherein displaying the advertisement at the wireless device comprises displaying a company name.

Claim 46. (previously presented) A method as defined in claim 42, wherein the paging information comprises a phone number.

Claim 47. (previously presented) A method as defined in claim 42, wherein the paging information comprises a person's name.

Claim 48. (currently amended) A method of receiving paging information at a wireless device, the method comprising:

programming the wireless device with a [[first]] length of time[[,]] and an a-first advertisement uniquely associated with the [[first]] length of time, ~~a second length of time, and a second advertisement uniquely associated with the second length of time, wherein the first length of time is different than the second length of time; wherein the length of time is not based on the content of the advertisement;~~

receiving [[first]] paging information at the wireless device;
displaying the [[first]] advertisement at the wireless device for the [[first]] length of time, wherein the [[first]] paging information is not displayed during the [[first]] length of time; and,
displaying the [[first]] paging information after waiting the [[first]] length of time.[:]]
~~receiving second paging information at the wireless device;
displaying the second advertisement at the wireless device for the second length of time, wherein the second paging information is not displayed during the second length of time; and
displaying the second paging information after waiting the second length of time.~~

Claim 49. (previously presented) A method as defined in claim 48, wherein programming the wireless device with the first advertisement comprises preprogramming the wireless device with the first advertisement at a location, wherein the location comprises a factory, and assembly facility, a wholesaler and/or a retailer.

Claim 50. (previously presented) A method as defined in claim 48, wherein the first advertisement comprises a company logo.

Claim 51. (previously presented) A method as defined in claim 48, wherein the first advertisement comprises a company name.

Claim 52. (previously presented) A method as defined in claim 48, wherein the first paging information comprises a phone number.

Claim 53. (previously presented) A method as defined in claim 48, wherein the first paging information comprises a person's name.

Claim 54. (currently amended) A method of receiving paging information at a wireless device, the method comprising:

receiving a paging information at the wireless device;

detecting a first user selection to view the paging information;

displaying an advertisement at the wireless device in response to detecting the first user selection;

waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information cannot be displayed;

automatically displaying the paging information after waiting the predetermined period of time;

detecting a second user selection to view the paging information subsequent to detecting the first user selection to view the paging information; [[and]]

detecting a user preference to view the paging information without viewing the advertising information; and,

if the user preference is detected, displaying the paging information without displaying the advertising information in response to detecting the second user selection to view the paging information.

Claim 55. (previously presented) A method as defined in claim 54, wherein the advertisement is preprogrammed into the wireless device.

Claim 56. (previously presented) A method as defined in claim 54, wherein the advertisement comprises a company logo.

Claim 57. (previously presented) A method as defined in claim 54, wherein the advertisement comprises a company name.

Claim 58. (previously presented) A method as defined in claim 54, wherein the paging information comprises a phone number.

Claim 59. (previously presented) A method as defined in claim 54, wherein the paging information comprises a person's name.

Claim 60. (currently amended) A wireless device comprising:

a housing;

a display attached to the housing;

a controller operatively coupled to the display; and

a receiver operatively connect to the controller, wherein the controller is programmed to

(i) receive paging information via the receiver, (ii) detect a first user selection to view the paging information, (iii) display an advertisement at the wireless device in response to detecting the first user selection, (iv) wait a predetermined period of time during which the advertisement is displayed and the paging information cannot be displayed, (v) display the paging information after waiting the predetermined period of time, (vi) detect a second user selection to view the paging information subsequent to detecting the first user selection to view the paging information; ~~and (vii)~~ (vii) detect a user preference to display the paging information without displaying the paging information; and (viii) if the user preference is detected, display the paging information without displaying the advertising information in response to detecting the second user selection to view the paging information.

Claim 61. (previously presented) A wireless device as defined in claim 60, further comprising a non-volatile memory device operatively connected to the controller, the non-volatile memory device being preprogrammed with the advertisement.

Claim 62. (previously presented) A wireless device as defined in claim 60, wherein the paging information comprises a phone number.

Claim 63. (previously presented) A wireless device as defined in claim 60, wherein the paging information comprises a person's name.

Claim 64. (previously presented) A method of receiving messaging information at a wireless device, the method comprising the steps of:

- receiving a messaging signal at the wireless device;
- immediately displaying an advertisement at the wireless device in response to receiving the messaging signal;
- waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the messaging information is not displayed;
- automatically displaying the messaging information after waiting the predetermined period of time;
- detecting a user selection to view the messaging information;
- detecting a preference to display advertisements in response to detecting the user selection to view the paging information;
- in response to detecting the preference to display advertisements, either:
 - (a) displaying the advertisement at the wireless device; waiting the predetermined amount of time during which (i) the advertisement is displayed, and (ii) the messaging information is not displayed; and, automatically displaying the paging information after waiting the predetermined period of time; or,
 - (b) displaying the messaging information without displaying the advertisement.

Claim 65. (previously presented) A method as defined in claim 64, further comprising the step of programming the wireless device at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

Claim 66. (previously presented) A method as defined in claim 64, wherein the advertisement comprises a company logo.

Claim 67. (previously presented) A method as defined in claim 64, wherein the advertisement comprises a company name.

Claim 68. (previously presented) A method as defined in claim 64, wherein the messaging information comprises a phone number.

Claim 69. (previously presented) A method as defined in claim 64, wherein the messaging information comprises a person's name.

Claim 70. (currently amended) A method of receiving messaging information at a wireless device, the method comprising the steps of:

programming the wireless device with a set of advertisements and a set of periods of time, wherein each of the advertisements in the set of advertisements is uniquely associated with one of the periods of time in the set of periods of time, wherein each of the set of periods of time is not based on the content of any of the advertisements in the set of advertisements;

receiving messaging information at the wireless device;
displaying an advertisement from the set of advertisements for the period of time uniquely associated with the advertisement, wherein the messaging information is not displayed during the period of time uniquely associated with the advertisement; and,

displaying the messaging information after waiting the period of time uniquely associated with the advertisement.

Claim 71. (previously presented) A method as defined in claim 70, wherein programming the wireless device with at least one advertisement of the set of advertisements comprises preprogramming the wireless device at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

Claim 72. (previously presented) A method as defined in claim 70, wherein programming the wireless device with all advertisements of the set of advertisements comprises preprogramming the wireless device at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

Claim 73. (previously presented) A method as defined in claim 70, wherein at least one of the advertisements in the set of advertisements comprises a company logo.

Claim 74. (previously presented) A method as defined in claim 70, wherein at least one of the advertisements in the set of advertisements comprises a company name.

Claim 75. (previously presented) A method as defined in claim 70, wherein the messaging information comprises a phone number.

Claim 76. (previously presented) A method as defined in claim 70, wherein the messaging information comprises a person's name.

Claim 77. (currently amended) A method of receiving messaging information at a wireless device comprising a set of time positions, the method comprising:

- programming the wireless device with a set of advertisements;
- associating each of the advertisements in the set of advertisements with a value representative of a percentage of the time positions in the set of time positions;
- receiving message information at the wireless device;
- ~~randomly~~ selecting one of the time positions in the set of time positions in accordance with the value and in response to receiving the messaging information;
- displaying the advertisement associated with the selected time positions for a predetermined period of time, during which (i) the advertisement is displayed, and (ii) the messaging information is not displayed; and,
- displaying the messaging information.

Claim 78. (previously presented) A method as defined in claim 77, wherein programming the wireless device with at least advertisement of the set of advertisements comprises preprogramming the wireless device with the at least one advertisement at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

Claim 79. (previously presented) A method as defined in claim 77, wherein programming the wireless device with all advertisements of the set of advertisements comprises preprogramming the wireless device with all advertisements of the set of advertisements at a location, wherein the location comprises a factory, an assembly facility, a wholesaler and/or a retailer.

Claim 80. (previously presented) A method as defined in claim 77, wherein at least one advertisement of the set of advertisements comprises a company logo.

Claim 81. (previously presented) A method as defined in claim 77, wherein at least one advertisement of the set of advertisements comprises a company name.

Claim 82. (previously presented) A method as defined in claim 77, wherein the messaging information comprises a phone number.

Claim 83. (previously presented) A method as defined in claim 77, wherein the messaging information comprises a person's name.